WITH
UNITED
ARTISTS

# AROUND THE WORLD

Vol.4 No.3

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## MR. KELLY TO VISIT SOUTH AMERICA

## HONORED BY DOMESTIC SALES FORCE

Arthur W. Kelly, vice-president in charge of foreign sales, will leave New York the latter part of July for a visit to the company's offices in Brazil, Argentina and other South American countries.

On April 16, Mr. Kelly returned from a month's tour of the U.A. offices in Central America with the statement that American films are still the preferred screen entertainment in that market, but that good Spanish talkies are attracting a loyal following. Theatre business in those territories is definitely on the upturn, Mr. Kelly said, and he noted that de luxe houses had recently been built in Mexico City and in Guatemala City, which compare favorably in size and appointments with the first-run theatres on Broadway.

Mr. Kelly was guest of honor April 21 at a testimonial dinner tendered him by Home Office sales executives at the Waldorf-Astoria Hotel, in appreciation of his work in shouldering as a temporary responsibility the duties of domestic sales head in addition to his official position as foreign sales chief before the appointment of George J. Schaefer as general manager in charge of sales for the United States and Canada. On behalf of the domestic distribution department, Mr. Kelly was presented with a sterling silver tea service.

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## UNITED ARTISTS' ANNUAL SALES

## CONVENTION IN HOLLYWOOD JUNE 30

Home Office executives, district and branch managers in the United States and Canada, and representatives of producers who release under the banner of United Artists will attend the company's annual sales convention in Hollywood on June 30, July 1 and 2. It will be presided over by George J. Schaefer, vice-president in charge of sales for the United States and Canada.

A special train leaving New York on June 26 will pick up numerous representatives of United Artists on its way across the country. The party will arrive in Hollywood on June 29 and will leave the film capital on the day following the close of the convention. The foreign department of United Artists will be represented by Arthur W. Kelly, vice-president in charge of foreign sales; Murray Silverstone, chairman and managing director of U.A. in England and the Continent; and Samuel Cohen, foreign publicity director.

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The special convention issue of AROUND THE WORLD will be published early in July and contain a complete reportorial account of the convention sessions as well as full details of our new lineup of product.

## ENGLAND AND FRANCE ECHO VERDICT OF AMERICA ON "LITTLE LORD FAUNTLEROY"

There may be a difference of opinion among England, France and the United States on matters of world politics, but on the subject of motion pictures there is a cordial unanimity of agreement. The latest illustration of this truth, i.e., that good entertainment knows no boundaries, is the first Selznick International production, "Little Lord Fauntleroy," which is currently scoring as sensational a hit in London and Paris as it is in the key cities of America.

From Mr. Kelly's circular letter of April 22, you learned of the picture's remarkable performance during its engagement at the Music Hall in New York, where it grossed $9,000 more the second week than it did the first, with police called out to handle the mob that stormed the box office. Far from being an isolated example, this is typical of the film's tremendous drawing and build-up power as indicated by the records it has established from coast to coast.

So far, "Little Lord Fauntleroy" has achieved its 150th hold-over - an unprecedented box office feat. In several instances the second week's receipts topped the first, and in many cities the picture was moved to another house for extra playing time. It was voted the best picture of the month by the Screen Actors and Writers Guild of Hollywood; and as befits one of the biggest box office successes in years, it was publicized on the coast by the largest advertising sign in history - a two-and-a-half mile sign, in letters 12 feet across, on the highway of Washington Boulevard, main link between Hollywood and Culver City.

In London, "Little Lord Fauntleroy" debuted at the London Pavilion, April 29, preceded by one of the grandest jobs of exploitation in local history, and with the kind of British premiere that makes the usual "Hollywood opening" look like an amateur affair. Through intensive detective work, Murray Silverstone's publicity go-getters located Miss Vera Beringer, who created the title role in the London stage version of "Fauntleroy" 48 years ago. Here was an angle that spelled news with a capital N, and our U.A. boys made the most of it in their publicity, radio and tieups. The Saturday before the opening, Miss Beringer broadcast over a nation-wide hookup to an estimated audience of seven million listeners-in. And don't forget that the Government which controls the radio network does not ordinarily permit commercial advertising. Little wonder that all this hoopla, plus the critics' raves, kept the theatre cashier busy for six smash weeks.

In Paris, the picture has twice had its engagement extended at the Avenue Theatre. Originally booked for three weeks, it was held over for a second three weeks, and the latest report is that business is still so great that they're going to keep it running indefinitely. This, despite the fact that a heat wave has struck the French capital!

All of which boils down to this: when you're selling "Little Lord Fauntleroy," you're selling one of the year's top-notch pictures. Mr. Selznick has a right to expect and you have a right to demand top-notch prices for this guaranteed record-wrecker!

## SELZNICK TO MAKE "JULIUS CAESAR"

## STARRING RONALD COLMAN AS BRUTUS

David O. Selznick, president of Selznick International, announced yesterday that he will produce Shakespeare's "Julius Caesar," starring Ronald Colman in the role of Brutus. Plans are being laid to make this one of the most ambitious productions in film history, enlisting a number of the screen's most prominent stars for the important roles of Caesar, Mark Antony, Cassius and Calpurnia. No decision has been reached as to who will direct "Julius Caesar." Nor has it been decided whether it will be made in Technicolor.

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## INTERNATIONAL CAST, AUTHENTIC ARABIC

## MUSIC FEATURED IN "GARDEN OF ALLAH"

At least half-a-dozen nationalities are represented in the cast and production staff that David O. Selznick has assembled for the making of his Technicolor production, "The Garden of Allah, based on the novel by Robert Hichens, and co-starring Marlene Dietrich (German) and Charles Boyer (French).

The supporting cast glitters with such important international favorites as Basil Rathbone and C. Aubrey Smith (both British); Tilly Losch and Joseph Schildkraut (both Austrian); Alan Marshal, John Carradine, Henry Brandon, Adrian Rosely, Robert Fraser and David Scott. The picture, under the direction of Richard Boleslawski (Polish), is engaging the energies of three of Hollywood's leading cameramen - Howard Green, Hal Rosson and Virgil Miller. Incidentally, the technical adviser is Jamiel Hasson (Arabian).

Max Steiner, well known Hollywood composer-conductor, and winner of last year's musical award from the Academy of Motion Picture Arts and Sciences, has, as his first assignment under the new contract he signed jointly with Selznick International and Pioneer Pictures, the composition and direction of the musical background for "The Garden of Allah."

While on the subject of music, it is noteworthy that seven strange instruments, producing the weird music of Africa, furnish an authentic Arabic musical background for the film. Played by native Arab musicians, the instruments include a minjaira, akin to the flute; a derbacky, drum held under the left arm; an instrument resembling a six-stringed guitar; duff, the Arabian tom-tom; busuck, like a mandolin; zamur, cousin of the piccolo; and announ, Arab derivation of the zither.

As a final touch of authenticity, Jadaan, the white Arabian stallion which Rudolph Valentino rode to fame, has come out of retirement to serve in the production.

## CHAPLIN TOPS 'EM ALL THE WORLD OVER

## "MODERN TIMES" IS SHOWMAN'S DELIGHT

Striking evidence of the universal popularity of Charlie Chaplin is contained in the enthusiastic reports received at Home Office from world capitals in which "Modern Times" has so far been shown.

In London, after a thirteen-week run at the Tivoli Theatre, it moved to the Marble Arch Pavilion, where it is currently in its fifth week. In Paris, the picture in its third month is still drawing packed houses at the Marigny Theatre. Even Spain forgot its politics and bullfights to pay homage to "leetle Carlos." The house record at the Tivoli, Barcelona, (held by "City Lights") was smashed and a five-week run registered. In Madrid, the Capitol played to S.R.O. business for four weeks. After four weeks in Zurich, the Swiss are still laughing for more, while in Copenhagen and Stockholm the picture in its second month looks set for weeks to come. Vienna, Zagreb, Prague are other Continental spots where "Modern Times" is hanging up new records for receipts, attendance and length of run.

Turning now to another corner of the world, we discover H.O. O'Connor, general manager in India, almost beside himself with hysteria at the sensational grosses the Chaplin film is piling up in the six first-runs where it is playing simultaneously. Just listen to this excerpt from O'Connor's cable: "Regardless extreme heat and many epidemics throughout country, Chaplin has beaten every record any picture for entire Indian territory and in each city."

Shanghai is another city where it was necessary to play the picture day and date at two theatres - the Nanking and Metropole - to accommodate the Chaplin fans. In Singapore, all roads led to the Capitol Theatre when "Modern Times" opened to tremendous business. And way "down under," the Plaza Theatre, Sydney, is the mecca for all the Chaplin enthusiasts who have been waiting impatiently for five years for a glimpse of their movie favorite.

It's the same sweet story in Latin America. Below the Rio Grande, "Modern Times" is sweeping the territories like a tornado leaving audiences limp with laughter and exhibitors dazed but happy. At the Bolivar Theatre in Quito, Ecuador, the picture was a riot with a capital R. At the Principal Theatre in Caracas, Venezuela, even the President of the Republic had to fight his way in on the opening night. In Montevideo, Uruguay, over 1,500 tickets were sold in advance of the premiere - an unprecedented feature in local theatre history. It was inevitable that a new house record would be established.

As for the Chaplin campaigns, it is doubtful whether any picture ever received such showmanship support as "Modern Times." We could fill up this entire issue with reports of the remarkable exploitation - the "Hollywood openings," the radio broadcasts, the cooperative tieups, etc. - that our offices engineered on behalf of this picture - so much so that newspapers in Stockholm, to mention but one example, publicly congratulated Harald Astrom, U.A. manager, on his extraordinary publicity efforts. On behalf of Mr. Chaplin, we congratulate the entire Foreign Legion!

## "REMBRANDT" STARS CHARLES LAUGHTON

## UNDER PERSONAL DIRECTION OF KORDA

Alexander Korda announces that the first London Film production to go before the cameras at the new Denham studios will be "Rembrandt," which will dramatize events in the life of the famous Dutch painter. Charles Laughton plays the title role, and Korda will personally direct the picture, thus re-establishing the star-director combination that made "Henry VIII" three years ago. Elsa Lanchester (Mrs. Charles Laughton) will play one of the important supporting roles. Furthermore, the dialogue for "Rembrandt" is by Lajos Biro and Arthur Wimperis, who did the "Henry VIII" script. Laughton has just returned from Amsterdam where he spent several weeks in research, familiarizing himself with material from original sources. He brought back a number of little-known sidelights in the life of Rembrandt, many of which will be incorporated in the film.

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## LAUGHTON HONORED BY COMEDIE

## FRANCAISE - SCORES BIG HIT

Charles Laughton took time out recently from his screen work for Alexander Korda to appear with the Comedie Francaise company in Paris. It was the first time since the founding of this famous theatrical organization in 1785 that an actor from a country other than France had been invited to participate in a production of theirs. Laughton received a tremendous ovation from the capacity audience and scored a personal triumph with his performance in an act from Moliere's "Le Medecin Malgre Lui." Commenting on the signal honor, the British star said: "I have never been so flattered in my life. It really is about as near the summit of my ambition as I can hope to get."

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## 4 UNITED ARTISTS RELEASES

## ON BRITISH "10 BEST" LIST

Four screen productions released through United Artists found places on the list of the ten best British films in the poll conducted by Film Weekly, English fan magazine. "The Scarlet Pimpernel" and "Sanders of the River," Alexander Korda productions; and "Nell Gwyn" and "Escape Me Never," British and Dominions films, were among the first six on the list of the ten outstanding pictures for 1935. Elizabeth Bergner's portrayal in "Escape Me Never" headed the list of the ten best performances of the year.

## RAIN AND CRITICAL PRAISE GREET

## PREMIERE "ONE RAINY AFTERNOON"

A downpour of rain from the heavens above and a cloudburst of praise from the critics below marked the world premiere of "One Rainy Afternoon", when the first Pickford-Lasky production opened at the Rivoli Theatre on Broadway, May 13.

Jesse L. Lasky, who arrived in New York the day of the opening, was probably the happiest man in town. "You see," he confessed, "I placed a bet of $100 to $200 with some of the studio staff that it would rain in New York when we opened the picture as it did in Hollywood on the day we started production." Someone advanced the theory that the rain had been "arranged" for exploitation purposes. Mr. Lasky laughed. "No, it's not a publicity stunt - it's an act of God. I guess I'm just lucky."

That the critics considered it a lucky debut for the newly-organized company was amply illustrated by the superlative reviews they lavished on "One Rainy Afternoon," in which they paid tribute to the hilarious story, the expert cast, headed by Francis Lederer, the singable melodies and the Continentalesque direction of Rowland V. Lee, which they said was in the best Rene Clair tradition. It is also a matter of record, that by actual count (clocked at a preview of the film) there are 379 sure-fire laughs in the production.

Following its successful New York run, the picture was released in key cities from coast to coast and has been chalking up some of the best grosses of the season. In addition to its sunny entertainment, it has a lot of exploitation angles which lend themselves to successful merchandising. Rain or shine, hot or cold, "One Rainy Afternoon" is swell box office any day in the year!

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## "THINGS TO COME" MAKES HISTORY

## U.S.A. HAILS KORDA-WELLS EPIC

The question whether America would accept a picture as radically different from the average movie as chalk is from cheese was decisively answered in the affirmative on the evening of April 17, when United Artists presented Alexander Korda's mighty spectacle of H.G. Wells' "Things to Come" at the Rivoli Theatre in New York to an audience composed of leaders in the varied fields of stage and screen, science, aviation, engineering, literature and politics. The genuinely hearty welcome the first-night audience gave this challenging film foreshadowed the critical and popular acclaim that has since followed its general release in theatres from Maine to California.

Few pictures shown over here have excited such widespread interest, have stirred up such a hornet's nest of discussion, have provoked such enthusiastic editorial comment as has this Korda-Wells epic. And the record of its performance places it definitely in the category of current successes which includes "Modern Times," "Little Lord Fauntleroy" and "These Three." You can chalk up another big hit for London Films!

## WANGER GUEST AT COCKTAIL PARTY

## ANNOUNCES FIRST FILM FOR U. A.

Walter Wanger was the guest of honor at a cocktail reception tendered him on May 28 at the Stork Club in New York City. The occasion marked Mr. Wanger's accession as a producer under the releasing banner of United Artists. The following day, accompanied by Mrs. Wanger (the former Justine Johnson of the stage and screen) he sailed aboard the Rex for a six-weeks' holiday in Europe.

The agreement between Walter Wanger Productions and United Artists is to run for a term of years. The present owners of U.A. will hold a financial interest in the newly-organized producing company, which will make from four to six films a year. Wanger's first film for U.A. release will go into production immediately upon his return from Europe. It will be "Three Times Loser," starring Sylvia Sidney, from a story by Gene Towne and Graham Baker.

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## NOTED MEXICAN RADIO TRIO

## SIGNED FOR "GAY DESPERADO"

The "Trovadores Chinacos," noted Mexican singers and guitarists, have been signed for featured roles in the second Pickford-Lasky production, "The Gay Desperado," starring Nino Martini. The trio consists of Pedro Galindo, Roque Castillo and Nicandro Castillo, who are rated the most popular radio performers south of the Rio Grande.

Ida Lupino is Martini's leading lady, and the only feminine member of the big cast, which includes Leo Carrillo, James Blakeley, Harold Huber, Mischa Auer and Alan Garcia. Rouben Mamoulian is directing the production, which is based on an original story by Leo Birinski, and was adapted to the screen by Wallace Smith, well known novelist and Mexican authority. A large portion of the action of the picture, which has a Mexican locale and atmosphere, will be filmed outdoors on the border near Tucson, Arizona.

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## SELZNICK TO STAR EDWARD ARNOLD

## IN "THE MAN WITH A YOUNG WIFE"

David O. Selznick announces that he will produce "The Man With a Young Wife," an original story by Oliver H.P. Garrett, with the noted character actor, Edward Arnold, in the starring role. This modern characterization will mark a distinct departure for Arnold who has been distinguishing himself recently in strictly biographical roles. He is currently portraying the lumber baron in the Goldwyn production of "Come and Get It."

## U. A. PRODUCERS AND PLAYERS "STAR"

## IN HOLLYWOOD BROADCAST TO ARGENTINA

Through the magic of radio, an estimated audience of twenty-five million people throughout South America listened to the voice of Hollywood on the evening of April 16. Thirty-four film celebrities took part in a special program which was broadcast from the cinema capital to Argentina and rebroadcast from there to other South American countries.

The program was sponsored and arranged by the important Buenos Aires newspaper, Critica, and "starred" several United Artists producers and players. Leo Carillo, under long-term contract to Pickford-Lasky, was the master of ceremonies and spoke in Spanish. Francis Lederer, star of Pickford-Lasky's "One Rainy Afternoon" sang a song from that picture; Miss Pickford, Mr. Lasky and Merle Oberon made brief talks; and Walt Disney's Mickey Mouse and Silly Symphony characters put on a sketch with music and singing.

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## "DRESS OF FUTURE" IN WELLS FILM

## INSPIRES CURRENT PARIS FASHION

A woman who seemed to have stepped from the futuristic scenes of H.G. Wells' film "Things to Come," astonished the fashionable assembly at the Longchamps races in Paris recently.

The striking fashions worn by the characters in the film consisted of somewhat severely-cut dresses, on the shoulders of which were large wing-like pieces of stiffened material which created a mud-guard effect over each shoulder. Mr. Wells visualized these dresses as the apparel of people in the future. But the kings of Paris fashion decided that the idea is just as suitable for 1936.

The surprise dress consisted of a severely-cut ensemble in black, and attached to either side of a black cape were the futuristic "wings." They resembled two large Eton collars placed on each shoulder so that the broadest part of the brim projected above the shoulder. The pique material was allowed to drape in two narrow strips - one from each "wing" to the waist.

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## U.A. IS NUMBER 1 COMPANY!

That United Artists product, by actual performance results, is the best buy for any box office, was the conclusion arrived at by Showmen's Trade Review following an unbiased analysis of all companies' pictures. The publication gave U.A. a rating of 112%, with M-G-M, our nearest competitor, listed at 107%.

## U. A. TO RELEASE IN FOREIGN MARKET

## 12 FULL-LENGTH FITZPATRICK FEATURES

Arthur W. Kelly, vice-president in charge of foreign sales, has signed a contract with James A. Fitzpatrick whereby U.A. will distribute in all foreign countries (except Great Britain and the Continent) 12 full-length productions to be made by Mr. Fitzpatrick.

This group of pictures will mark the debut of Mr. Fitzpatrick in the feature field. Over a period of years he has established himself in the industry and has gained international fame as one of the ablest producers of short subjects, chiefly travel and musical films. He is as outstanding in his specialized field as Walt Disney is in the cartoon end of the business.

Mr. Fitzpatrick's past reputation is a guarantee that his features will be tailored to the same high quality standards and carry the same brand of craftsmanship that have distinguished his shorts. Furthermore, he is going to stick to making that type of picture for which his knowledge and experience and showmanship fit him - pictures with foreign locales, adventurous themes, musical motifs.

Mr. Fitzpatrick is surrounding himself with a capable staff of writers, directors and technicians, and he will personally direct several of the pictures. One of the men he will have associated with him is Percy Marmont, famous star of the silent era, who will act as well as direct. Incidentally, the picture will be made in England, so that in the British territories - Australia, New Zealand, India, etc. - they will have the added advantage of a "quota" label.

Mr. Fitzpatrick sailed for London June 2 with the announcement that he will start immediate production on his first two subjects: "David Livingstone," and "The Private Life of Shakespeare" (formerly called "The Bard of Avon"). The titles of the other ten pictures have also been set, as follows: "Auld Lang Syne," based on the life of Robert Burns; "The Bells of St. Mary"; "Gangway"; "All the World's a Stage"; "The Love Dream", a picturization of the life of Franz Liszt; "Tom Moore of Ireland"; "Velvet Fingers," a Chopin story; "The Tiller Girls"; "John Halifax, Gentleman"; and "The Captain's Table," a sea story.

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## "GENTLEMAN" HAS B.O. APPEAL!

New Yorkers gave "The Amateur Gentleman" a professional rating when this initial Criterion Films production played the Roxy Theatre in April. The combination of a good action melodrama, skilfully directed by Thornton Freeland, backed by the spirited performances of Douglas Fairbanks, Jr. and Elissa Landi, proved to be just the sort of movie dish that appealed to a wide range of picture-going patrons.

## STUDIO SNAPSHOTS

The maiden voyage of the "Queen Mary" across the Atlantic, plus interesting shots taken aboard the ship of Commodore Sir Edgar Britten and the passengers will be included in the Goldwyn production, "Dodsworth," co-starring Walter Huston and Ruth Chatterton, under the direction of William Wyler. The supporting cast includes Paul Lukas, Odette Myrtil, Mary Nash, Spring Byington and Harlan Briggs.

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Frances Farmer has been borrowed from Paramount to play the leading feminine role opposite Edward Arnold in the Goldwyn production, "Come and Get It," under the direction of Howard Hawks. Virginia Bruce, originally slated for the role, was recalled by M-G-M for a previous picture commitment.

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"Murder in Massachusetts," written by Joseph F. Dineen, crime reporter for the Boston Globe, has been purchased by Samuel Goldwyn. Story is based on the exploits and history of the notorious Murton Millen gang who were executed for a murder, which Dineen helped solve. Martin Mooney is writing the adaptation.

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Samuel Goldwyn has awarded a new contract to Henry C. Potter, Broadway stage director, who went to Hollywood a year ago to become a "student film director." Having completed his apprenticeship, Potter is expected to take over the direction of one of the forthcoming Goldwyn films.

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Marguerite Taylor, daughter of the famous actress, Laurette Taylor, and former associate editor of Fortune Magazine, has been signed by Samuel Goldwyn as assistant story editor at the Hollywood studios.

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Samuel Goldwyn has signed Kathryn Marlowe, a complete newcomer to the screen, for an important role in "Dodsworth." Miss Marlowe's sole experience in the entertainment field has been as a singer with one of the popular dance bands, but the producer was so impressed with her appearance that he sent her to Hollywood to be screen-tested. The tests were highly satisfactory.

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Joshua Logan, prominent New York stage director, has been added to the staff of Selznick International to undergo an intensive period of training for screen direction.

Hal C. Kern, veteran film editor who has supervised the cutting of every picture produced by David O. Selznick since "Dinner at Eight," has been signed to a long-term contract with Selznick International. Besides film editing, Kern will have charge of all sound effects.

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"The Last of the Mohicans," the Reliance production of the famous James Fenimore Cooper story, is in work under the direction of George Seitz. The notable cast is headed by Randolph Scott, Binnie Barnes, Henry Wilcoxon, Heather Angel, Bruce Cabot, Hugh Buckler, Lumsden Hare, Willard Robertson, William Stack, Philip Reid, Robert Barrat and Frank McGlynn, Sr.

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"A Woman of Destiny," peace play by Sam Warshawsky, has been bought by Pickford-Lasky as a starring vehicle for Francis Lederer. The author has been engaged to make the screen adaptation in collaboration with Bertram Milhauser.

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"Moscow Nights," London Films production with Harry Baur, Laurence Olivier and Penelope Dudley Ward, will be released in the United States under the title "I Stand Condemned."

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"Accused" is the new title of the Criterion Films production (previously called "To You My Life") in which Douglas Fairbanks, Jr. and Dolores Del Rio are co-starred, under the direction of Thornton Freeland. Florence Desmond, prominent British actress and one of the world's foremost mimics, has an important role in the picture. Incidentally, a reproduction of the French Palais de Justice to be used in "Accused," is one of the largest studio sets ever built in a British studio.

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Douglas Fairbanks, Jr. will play the leading role in "The Last Minstrel" for Criterion Films. Story is based on the poem by Sir Walter Scott, "The Lay of the Last Minstrel," which will be adapted to the screen by Richard Fisher and Adela Rogers St. John. Plans for the production include the detailed depiction of the great battles described by Scott in his poem, and these will be filmed at the actual spots where they took place.

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Twenty-year-old Dorothy Oldfield, for the past year a receptionist in a London hospital, has become one of England's most promising screen candidates. She was discovered by Douglas Fairbanks, Jr., during his recent illness in London, given a screen test, and is now in possession of a seven-year contract with Criterion Films.

## NOVELTY, QUALITY AND VARIETY

## DISTINGUISH NEW DISNEY FILMS

Whenever the talk turns to Walt Disney, two questions invariably pop up: "How does he do it?" and "Can he keep it up?" The answer to the first is: "He's a genius" and to the second, a resounding "Positively!" The latest crop of Mickeys and Sillies emphasize the Disney technique and the Disney flair for originality and super-quality.

In "Elmer Elephant," Disney introduces a new character who looms as a formidable rival to Mickey and Donald Duck in the affections of the movie fans. This Silly Symphony, which played day and date recently at the Rivoli and Music Hall Theatres in New York, delineates the comical adventures of Elmer Elephant, who in the face of constant taunts, must always be burdened with a prominent trunk. In the end he manages to become a hero - and only because of that trunk!

Another "battle of the century" - another chapter in the saga of the three little pigs versus the big bad wolf is currently being unfolded simultaneously at the two Broadway houses mentioned above with the showing of the latest Silly Symphony, "The Three Little Wolves." This is the third time in their brief and checkered career that the famous little porkers make their appearance on the screen. They first delighted the public in "The Three Little Pigs," then garnered further laurels in "The Big Bad Wolf." In "The Three Little Wolves," the harried piglets face a new foe in the field - the triplet offspring of the big bad wolf, in addition to papa wolf himself.

Among the new Silly Symphony laugh riots looming on the horizon is "Toby Tortoise Returns" featuring those traditional rivals, Toby Tortoise and Max Hare who zoomed into instant popularity in "The Tortoise and the Hare."

As for Mickey, he must be working overtime, because there are three new Mickey subjects ready to entertain the folks out front. "Thru the Mirror" shows what happens when Mickey, inspired by the adventures of Alice in Wonderland, takes a trip through the world of inside-out and meets experiences never even dreamed of by Alice - or anyone else.

"Moving Day" features the hilarious troubles of Mickey, Donald and the Goof when they try to sneak out their furniture under the nose of the sheriff, after failing to pay their rent. It's a tough job for Mickey since Donald, as usual, is more of a hindrance than a help - and besides, the piano doesn't want to move!

"Mickey's Rival" is a natural for the Spanish market because Mickey is forced to play a toreador role trying to save Minnie from a ferocious bull, who runs amuck when Mickey's rival - a typical smart-aleck with a Durante nose - starts to tease him.

## DISNEY INVITED TO SPONSOR

## NEW FRENCH YOUTH MOVEMENT

Walt Disney has been invited to join a distinguished French Committee of Patrons in Paris who are sponsoring a new national youth movement, the purpose of which is the artistic education of French children.

Boys and girls between the ages of 6 and 13 are eligible for membership in this organization, which is known as the "Club de la Vie en Fleur." The annual dues of 15 francs (about a dollar) will entitle members to free admission to selected stage plays, motion pictures and Punch and Judy shows, as well as to specially prescribed courses in music, painting and architecture.

The organizers of the movement explained that they were inviting Mr. Disney, who is not a Frenchman, to act as one of the sponsors, in recognition of the great artistic and cultural value of the Mickey Mouse and Silly Symphony films.

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## COLUMNIST OFFERS MICKEY MOUSE

## AS VICE-PRESIDENTIAL CANDIDATE

Mickey Mouse for Vice-President of the United States! That was the advice offered by Ernest L. Meyer, New York Evening Post columnist, in an open letter to the Republican Party on the eve of their convention.

Contending that "Mickey alone could lift the office of Vice-President from the obscurity that has engulfed it," Meyer stated that it would be a "shrewd political move" because Mickey would be sure to "get a hearing" from prospective voters all over the country.

"On my travels in distant places the natives looked at me blankly when I mentioned Garner, but when I spoke of Mickey Mouse they roared with joy and led me by the hand to the nearest movie palace. And in Mickey you would have a colorful Vice-President," Meyer continued, "who would constantly make the front pages with his exploits. He can juggle stove lids, dive into chimney pots, glide gracefully on clouds, ride with perfect nonchalance on walruses, bottle-flies and goldfish, and his hot-cha dancing would turn Gilda gray with envy... Nominate Mickey for Vice-President and the election will be a runaway cinch for Honest Alfalfa Landon."

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P.S. From Convention Hall in Cleveland, the Associated Press reported under date of June 9: "One of tunes that brought applause from the Republican crowds tonight was, Who's Afraid of the Big Bad Wolf?"

# IT'S A DISNEY WORLD!

London - The first film shown on board the "Queen Mary" was a Mickey Mouse film, which was exhibited to King Edward and other members of the British royal family, including little Princess Elizabeth, when the royal party visited the liner May 25 for an inspection tour.

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U.S.S.R. - At Bezons, the Communist government has built on the outskirts of the town a solarium for children. Boys and girls of proletarian families, unclad and wearing smoked glasses, take sunbaths from large ultra-violet ray lamps while they play on a sandpile floor. Above them on the walls is a modernistic decoration with Mickey Mouse as a motif.

*******

New York - Walt Disney was ranked with such immortal artists as Rembrandt, Van Gogh and Michelangelo by students of the New York School of Industrial Art in a recent poll.

*******

Prague - The all-Disney show holds the long-run record at the Bio Hvezda Theatre, which is currently running a complete Mickey-Silly program for the third time. The first show ran 11 weeks; the second, 7 weeks.

*******

New York - Eleven graduates of the school for animators established here by Walt Disney have already left for the Disney studios in Hollywood. It is expected that by June 30, when the school closes, thirty animators will have been graduated and engaged.

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Philadelphia - In a nationwide exhibitors' poll sponsored by the Jay Emanuel Publications, "Who Killed Cock Robin?" was voted the best color cartoon of the year. Incidentally, a special plaque was given to Donald Duck as a reward for the rapidity with which he has progressed as a popular cartoon character.

*******

Sydney - Just what can be achieved by cooperation in advertising was amply demonstrated at the Capitol Theatre on Saturday morning, April 4, when United Artists combined with one of the Disney licensees, the P-M-U company, in staging a Mickey Mouse wedding in the presence of several thousand adults and children. The affair, well publicized in advance, attracted a record crowd. The lineup started at 7:30 in the morning. Extra police had to be called to maintain order, and it is estimated that more than 2,500 were unable to obtain admission. Sydney turned out en masse to enjoy and cheer the parade of all the familiar Disney characters, including Mickey and Minnie in their wedding costumes, as they marched to the theatre. Special talent recruited from one of the local radio stations rounded out the grand stage show. Every child was presented with a Mickey Mouse album. Such showmanship is a credit to all concerned!

## PURELY PERSONAL

Walter Gould, division manager for Latin-America, sailed from New York June 5 for Peru on the first leg of his periodic tour of all the company's offices under his supervision. News of Walter's impending visit must have reached the newspapers down there via tom-tom, because editors have already issued instructions to their photographers to start polishing up their cameras in anticipation of a busy season!

******

The Home Office had the pleasure in recent weeks of welcoming some of its foreign representatives. Murray Silverstone, managing director in England and the Continent; Sam Seidelman, manager in Mexico; and Harold Sugarman, manager in Panama, arrived to get first-hand information of the new U.A. lineup of product. Mr. Silverstone also went to Hollywood for a brief visit with the producer-owners of the corporation.

******

Mannie Silverstone, Home Office sales representative for London Films, became an associate producer on April 28 with the arrival of little Ellen Silverstone. The proud father admitted under cross-examination that the child resembled the charming mother, the former Mildred Froos of the United Artists purchasing department. Our congratulations to "these three."

******

Nathan Burkan, probably the most prominent of film and theatrical attorneys and a member of the Executive Committee of United Artists, died suddenly June 6 following an attack of acute indigestion. Out of respect to his memory, the Home Office closed Tuesday morning, June 9, when funeral services were held. We extend to his family the sincere sympathy of the entire foreign department.

******

Francis Meynell has resigned as U.A.'s director of publicity and advertising in England to accept a similar position with Gaumont-British.

******

The broad smile that David O. Selznick is wearing these days is not altogether due to the success of his first film for United Artists release, "Little Lord Fauntleroy." Far from it! The producer became a father for the second time on May 18, with the birth of a son, Daniel Mayer. His first child, Lewis Jeffrey, is now three years old. Mrs. Selznick is the younger daughter of Louis B. Mayer of M-G-M. We heartily congratulate the proud parents!

## PURELY PERSONAL

Freddie Bartholomew's fame has been immortalized in concrete. Impressions of the young star's bare feet were recently added to the famous collection of footprints that mark the forecourt of Grauman's Chinese Theatre in Hollywood.

******

John C. Flinn, veteran motion picture executive, has been appointed general manager of Pickford-Lasky. In addition to his production duties, he will have charge of all negotiations for story material and talent. Mr. Flinn started his film career in 1914 as publicity director for the Jesse L. Lasky Production Company, and later joined Famous Players in a similar capacity. His most recent trade connection was as assistant to the publisher of Variety. As part of his executive staff, Mr. Flinn has appointed Emil C. Jensen, as sales representative with headquarters in New York.

******

Eddie Cantor has arrived in Hollywood to begin work on his annual musical extravaganza for Samuel Goldwyn. The pop-eyed comedian announced that hereafter Hollywood will be the permanent home of the Cantor family. They have given up their New York residence and taken a long-term lease on the Beverly Hills home of Lita Grey Chaplin. Incidentally, Eddie and his wife celebrated their 22nd wedding anniversary on June 9.

******

Walt Disney has appointed William B. Levy to represent his film interests in England and the Continent. Levy has been identified with the Disney merchandising activities in England for many years. He recently launched a new Mickey Mouse Weekly magazine, which already has more than a million and a half readers. In his new job, Levy will work in close cooperation with United Artists sales and publicity executives in all European territories. He has just arrived in New York from London for conferences with Roy Disney, who is currently visiting the Home Office.

******

Marlene Dietrich, accompanied by her 11-year-old daughter, Maria, will sail for Europe in July as soon as she finishes her role in "The Garden of Allah." After a brief vacation in Paris, Miss Dietrich will go to London to make a picture for Alexander Korda.

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William Cameron Menzies, director; Ned Mann, special effects expert; and William Hornbeck, film editor, who were associated in the making of "Things to Come," have returned to London after several weeks' visit to the United States.

## PURELY PERSONAL

Charles Boyer, currently playing in "The Garden of Allah," sails July 10 for Paris, where he will make a picture for a French producer and enjoy a European vacation before returning to Hollywood in October. Both Boyer and his English screen actress-wife, Pat Paterson, who will accompany him on his trip abroad, are under contract to Walter Wanger.

******

Samuel Goldwyn, accompanied by Mrs. Goldwyn and their young son, returned from Europe aboard the Aquitania April 14, following a six weeks' combined business and pleasure trip to England and the Continent. The producer suffered an attack of intestinal influenza when he arrived, and went directly from the ship to Doctors Hospital, where he underwent an operation and rested for two months before leaving for Hollywood.

******

John Hay Whitney, president of Pioneer Pictures and chairman of the board of Selznick International, was another arrival on the Aquitania. During his stay abroad, Mr. Whitney arranged for the production of two pictures by the two companies in the new London Films studios at Denham. The Pioneer film will be in Technicolor, with no decision as yet on the Selznick effort.

******

Douglas Fairbanks, Jr., after a siege of influenza that confined him to a London hospital for several weeks, is now happily recovered and back on the job of co-starring with Dolores del Rio in his second picture for Criterion Films, "Accused," under the direction of Thornton Freeland.

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Charlie Chaplin, accompanied by Paulette Goddard and her mother, returned to Hollywood aboard the President Coolidge on June 4, following an extended vacation in the Orient.

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Douglas Fairbanks, Sr., accompanied by his bride, the former Lady Sylvia Ashley, arrived in New York aboard the Washington, April 30, and left immediately for Hollywood to start work on his "Marco Polo" production.

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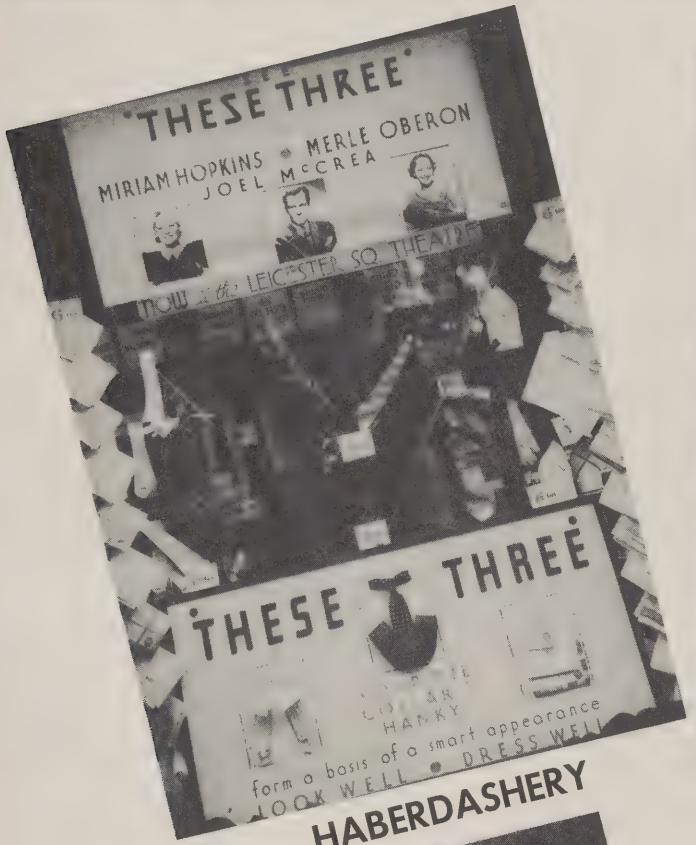
William H. Wright has joined the production staff of Selznick International and will act as assistant to David O. Selznick.

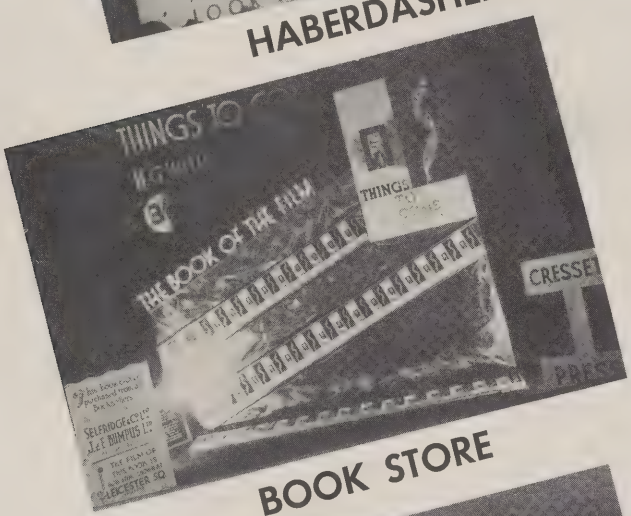
# LONDON GOES TO TOWN



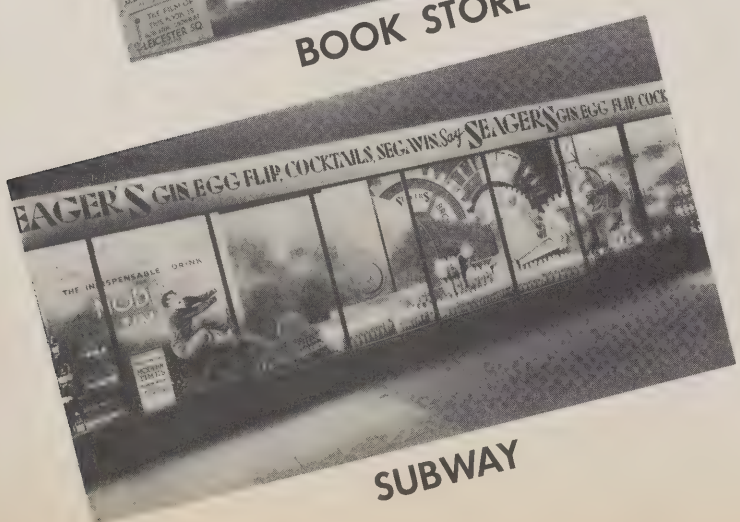

HABERDASHERY

HAIRDRESSER

A WIDE DIVERSITY OF PLACEMENTS ON THEIR TIE-UPS HAS BEEN THE WATCHWORD OF MURRAY SILVERSTONE S GREAT GANG OF TIER-UPPERS IN LONDON. ON THIS PAGE ARE PHOTOGRAPHS OF ELEVEN OF THESE, MADE RECENTLY IN CONNECTION WITH THE LONDON SHOWINGS OF "LITTLE LORD FAUNTLEROY." "STRIKE ME PINK," "THESE THREE," "MODERN TIMES" AND "THINGS TO COME." EACH ONE, IT WILL BE NOTED GIVES A GENEROUS DISPLAY TO THE TITLE OF THE PICTURE. NOTABLE IN THIS GROUP IS THE SUBWAY DISPLAY AT SEAGER'S, WHICH WAS PRESENTED AT WATERLOO STATION, WHERE THOUSANDS OF PEOPLE PASS BY EVERY DAY.




BOOK STORE




SUBWAY

OPTICIAN

# ITH A VARIETY OF TIE-UPS!

DELIVERY TRUCK

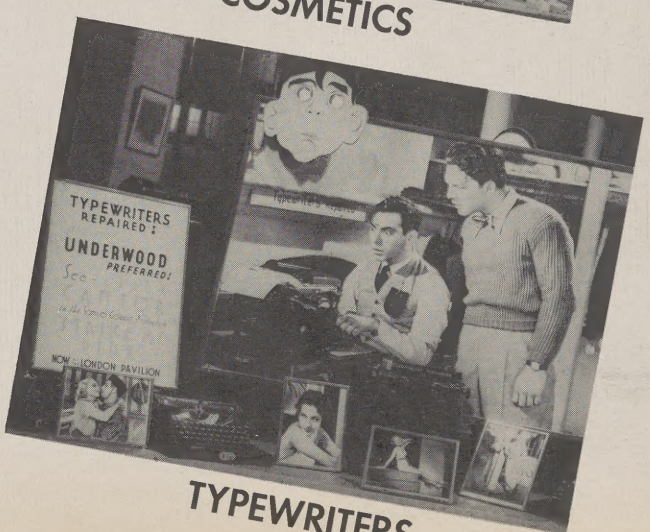
RIDING APPAREL

PHONOGRAPH RECORDS

COSMETICS

LITTLE LORD FAUNTLEROY
NOW SHOWING AT THE LONDON PAVILION
Large selection of inexpensive Washing Suits
For the Little Man

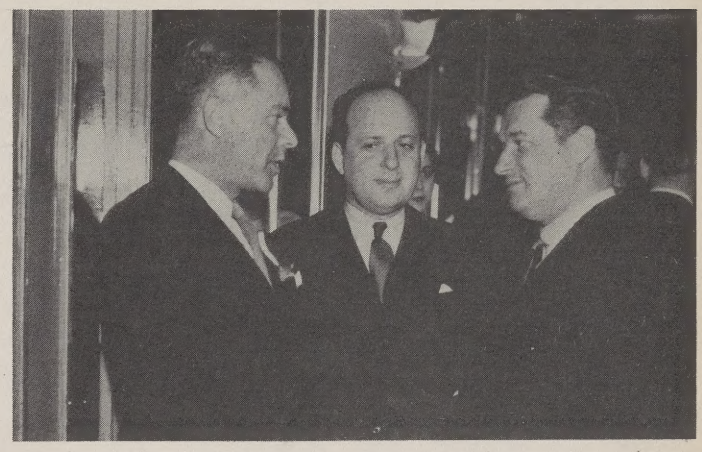
CHILDREN'S APPAREL




TYPEWRITERS

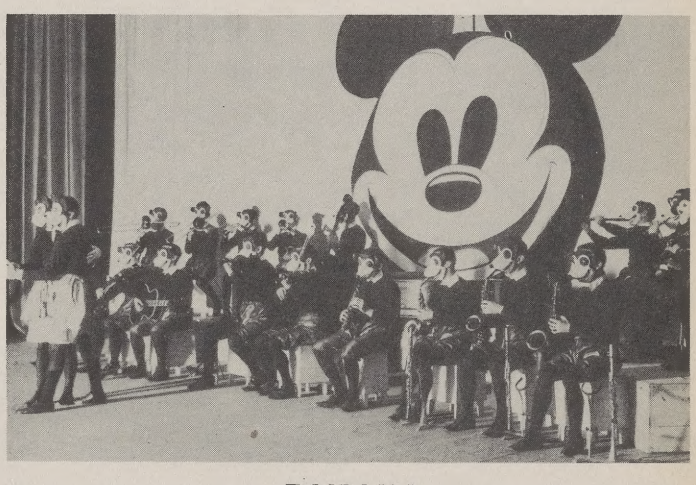
# UNITED--THE WORLD OVER!

HAVANA

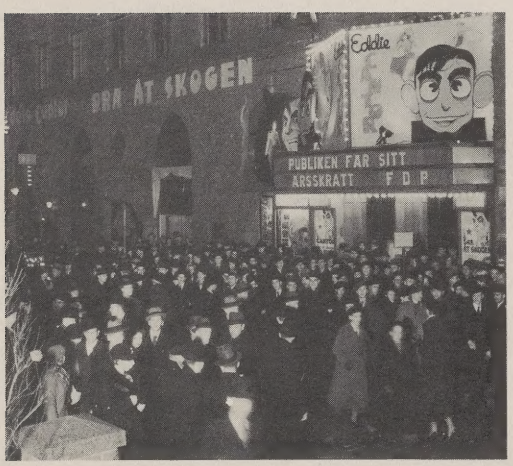


NEW YORK

TOKYO



DUBLIN




STOCKHOLM

SHANGHAI

LEFT, TOP TO BOTTOM:

MR. KELLY VISITS CUBA. IN THE GROUP, LEFT TO RIGHT, ARE DR. JORGE CASUSO, ATTORNEY; HENRY WEINER, MANAGER FOR CUBA; ARTHUR W. KELLY AND HILDA LLODIO, ASSISTANT TO MR. WEINER.

EAST GIVES BEST FOR "GHOSTS GOES WEST." THIS HIGHLY ORNAMENTAL AND VERY EFFECTIVE MARQUEE-TOP DRESS-UP AT THE TAISHO KAN THEATRE, TOKYO, IS A SAMPLE OF THE SHOWMANSHIP BEING SPONSORED BY A. A. LOWE, FAR EAST MANAGER.

EDDIE CANTOR WENT OVER BIG AT THE RIVIERA, STOCKHOLM, TO THE ACCOMPANIMENT OF SPOTLIGHTED ORIGINAL DISPLAYS ARRANGED THROUGH COLLABORATION WITH HARALD ASTROM, OUR MANAGER THERE.

RIGHT, TOP TO BOTTOM:

HIS UNITED ARTISTS ASSOCIATES TURNED OUT IN FULL FORCE TO WELCOME WALTER WANGER AT A COCKTAIL PARTY AT THE STORK CLUB, NEW YORK. IN THE GROUP, LEFT TO RIGHT, WALTER WANGER, MURRAY SILVERSTONE, MANAGING DIRECTOR FOR ENGLAND AND EUROPE, AND ARTHUR W. KELLY.

THE MICKEY MOUSE ORCHESTRA, ONE OF THE MOST POPULAR MUSICAL ORGANIZATIONS IN IRELAND, IS SHOWN HERE AT THE THEATRE ROYAL, DUBLIN, WEARING ITS MICKEY MOUSE COSTUMES DURING ONE OF ITS REGULAR MATINEE PERFORMANCES FOR CHILDREN.

EFFECTIVE TIE-UP FOR THE OPENING AT THE METROPOLE THEATRE, SHANGHAI, OF EDDIE CANTOR'S "STRIKE ME PINK." THE WINDOW OF LAZARO BROS. MUSIC STORE WAS DEVOTED 100% TO A PLUG FOR THE PICTURE.

# OVERSEAS MERCHANDISING

"MODERN TIMES" USHERED IN BY..

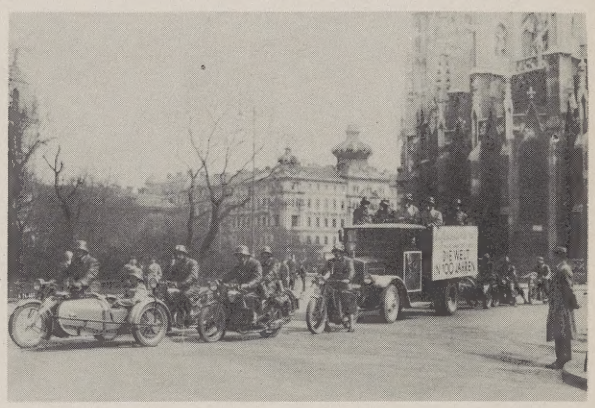
..DOUBLE PREMIERE IN SHANGHAI

TIE-UP IN SINGAPORE

ZAGREB'S POSTERS

SWELL BARCELONA WINDOW

GRAND-SCALE CHAPLIN DISPLAY THRILLS MADRID



VIENNA STAGES EFFECTIVE STREET PARADE

TOP:

CHAPLIN OPENS IN TWO HOUSES SIMULTANEOUSLY IN SHANGHAI! PHOTO LEFT SHOWS THE FRONT OF THE NANKING THEATRE ON PREMIERE NIGHT.

THE OTHER PHOTO SHOWS THE FRONT OF THE METROPOLE THEATRE. NOTE RECORD-BREAKING CROWDS AND ELABORATE FRONT DRESS-UP.

MIDDLE:

AT THE LEFT, A WINDOW DISPLAY TIE-UP ARRANGED WITH A PORTRAIT PHOTOGRAPHER IN SINGAPORE DURING THE RUN THERE OF THE SAMUEL GOLDWYN PRODUCTION, "SPLENDOR," AT THE PAVILION THEATRE.

CENTER, A MULTIPLE POSTER BOARD AT THE FRONT OF THE CROATIA THEATRE, ZAGREB, JUGOSLAVIA, DURING THE RUN THERE OF "MODERN TIMES."

RIGHT, WINDOW DISPLAY IN BARCELONA DURING THE RUN THERE OF "MODERN TIMES," AT THE TIVOLI THEATRE.

BOTTOM:

AT THE LEFT, EYE-CATCHING DISPLAY IN THE FRONT AND IN THE LOBBY OF THE CAPITOL THEATRE, MADRID, FOR THE FIRST RUN THERE OF "MODERN TIMES."

RIGHT, SIMULATING A SCENE FROM THE PICTURE ITSELF, THIS ELABORATE STREET BALLYHOO GOT WIDESPREAD ATTENTION FOR LONDON FILMS' "THINGS TO COME." THIS SOLDIERLY GROUP PARADED THE STREETS OF VIENNA FOR TWO DAYS PRIOR TO THE OPENING. THE ONLY LETTERING NECESSARY WAS THAT WHICH APPEARED ON THE GIGANTIC POSTERS ON THE SIDES AND THE BACK OF THE TRUCK.

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